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CALIFORNIA'S BEST  
FLOWER SEEDS

*Flower Seed Growers*

# WILLIAM MACDONALD SEED CO.

SANTA MARIA, CALIFORNIA

JUNE 30, 1959

GENTLEMEN: ATTENTION: FLOWER SEED DEPARTMENT

FOR YOUR CONVENIENCE WE ENCLOSE A LIST OF PERENNIAL AND PANSY VARIETIES WHICH WILL BE READY FOR SHIPMENT EARLY IN JULY. THESE ITEMS ARE ALL FROM CARRY-OVER PLANTINGS AND WILL BE FRESH NEW CROP SEED.

ANY PERENNIALS NOT LISTED ON THIS SHEET WILL BE AVAILABLE AFTER SEPTEMBER. YOU ARE URGED TO PLACE YOUR ORDERS NOW AS THE QUANTITIES AVAILABLE FOR EARLY DELIVERY ARE USUALLY LIMITED.

WE AT THE MACDONALD SEED CO. HAVE ALWAYS BEEN PROUD OF THE QUALITY OF OUR SEED. WHEN YOU USE MACDONALD'S SEEDS, YOU HAVE ASSURANCE THEY WILL BE TRUE TO TYPE, WELL CLEANED AND STRONG IN GERMINATION. MANY PURCHASERS OF SEED BELIEVE THEY ARE ONLY BUYING A PRODUCT. INSTEAD, THEY ARE ACTUALLY BUYING A PART OF THE INTEGRITY OF THE SEED COMPANY, AS IT IS SIX MONTHS TO A YEAR LATER BEFORE THEY SEE THE PRODUCT.

SOON OUR 1959 HARVEST SEASON WILL BE STARTING ON OUR EARLY ANNUALS. IF YOU ARE IN NEED OF ANY ITEMS, PLEASE CONSULT OUR 1959 CATALOG FOR PRICES. WE STILL GIVE THE "SAME DAY" SERVICE FOR ALL RUSH ORDERS.

YOUR BUSINESS WILL BE APPRECIATED BY THE MACDONALDS AND WILL HAVE OUR PROMPT AND MOST CAREFUL ATTENTION.

YOURS VERY TRULY,  
WILLIAM MACDONALD SEED CO.  
*William R. Macdonald*

WKM:DH  
ENCL: LIST





